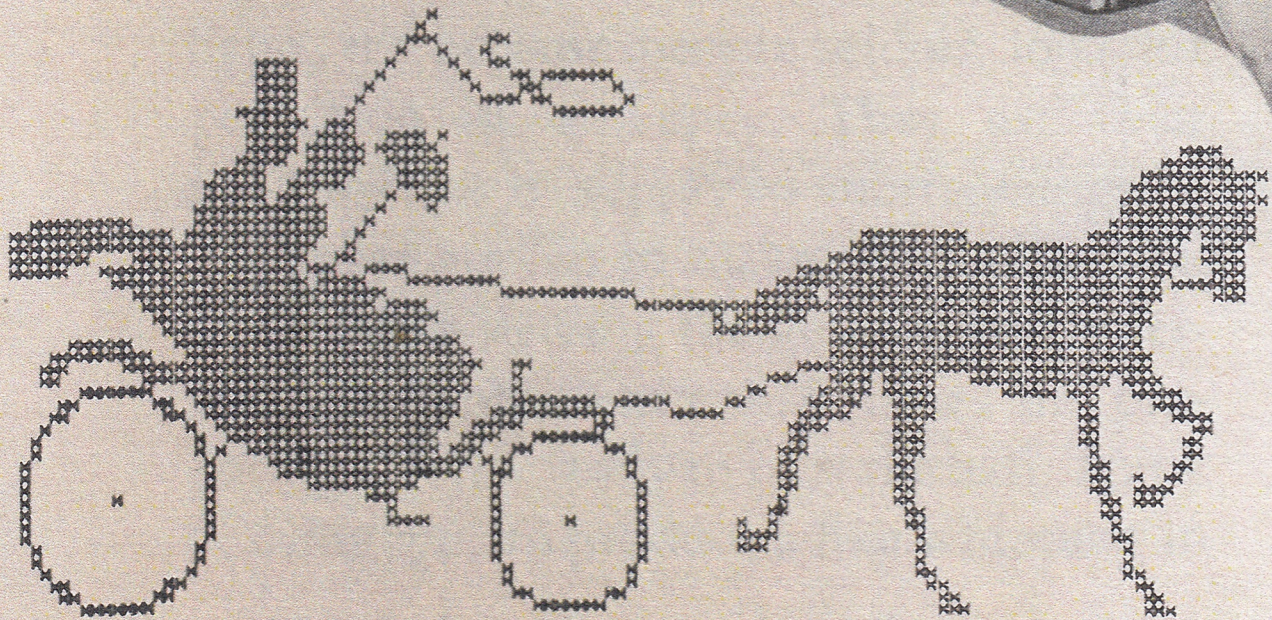
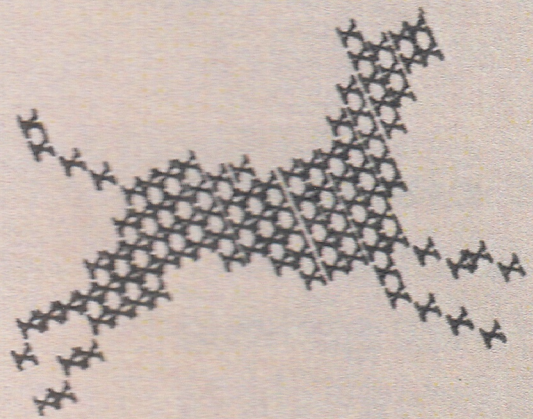
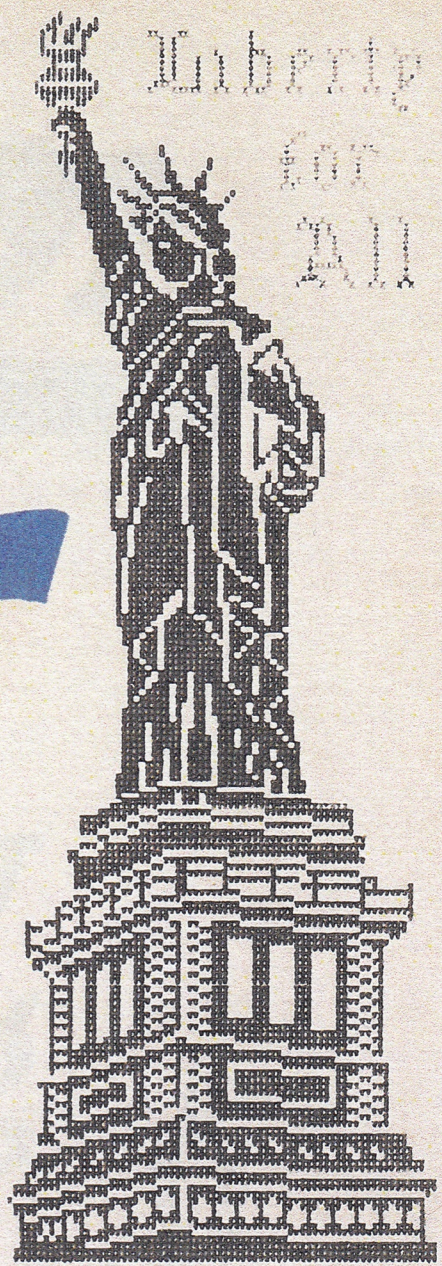
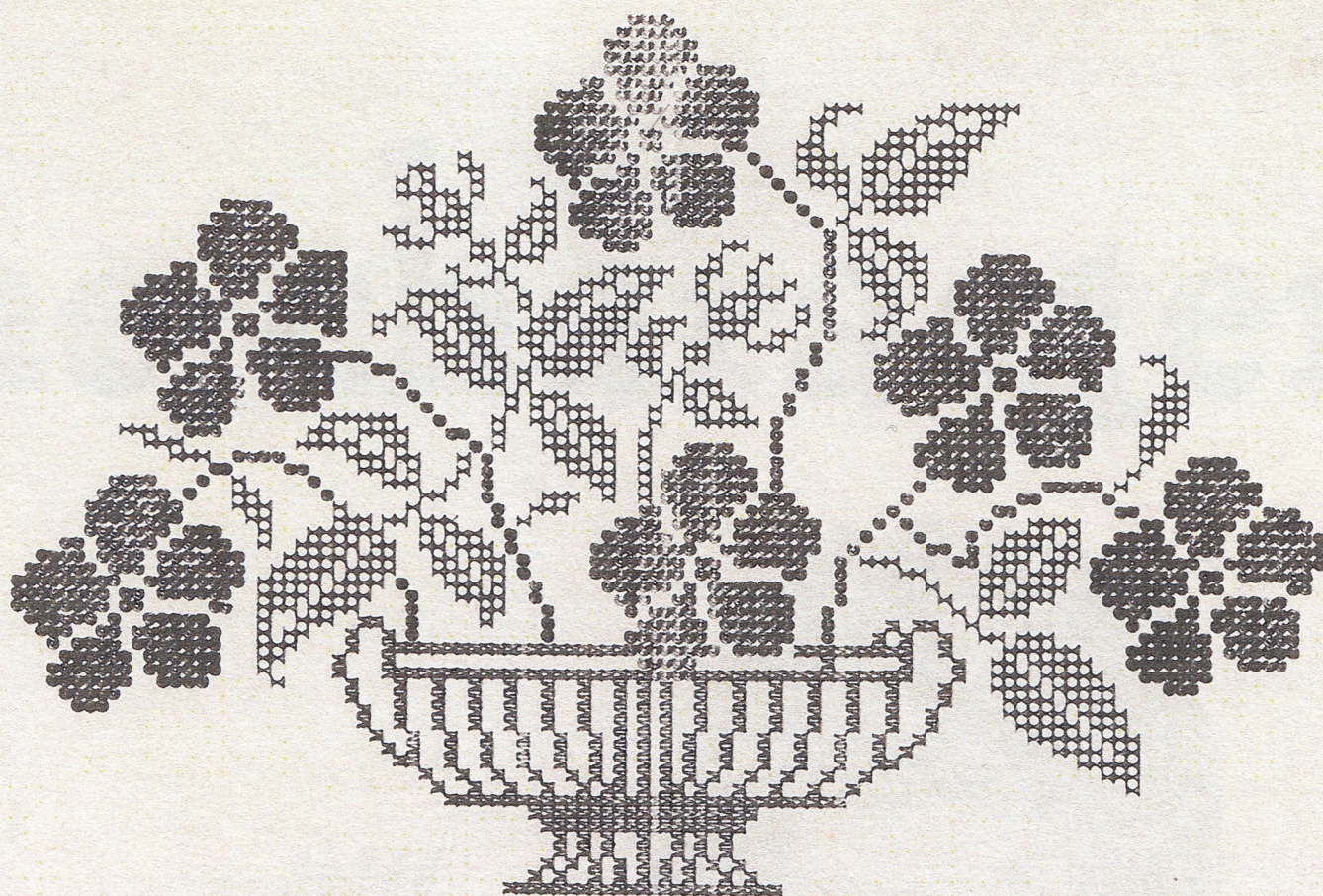
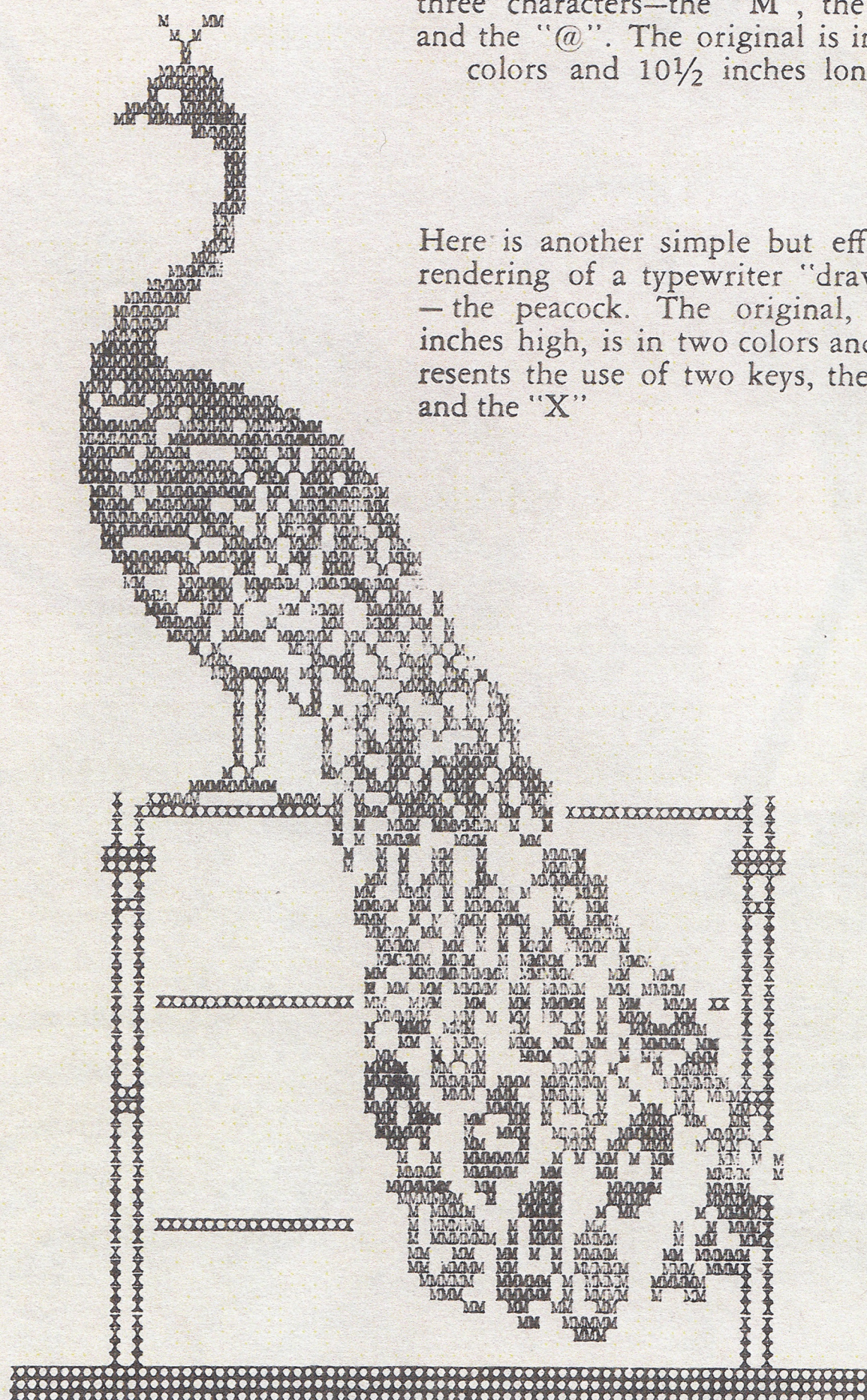


How To MAKE "TYPEYS"





A bowl of flowers rendered on an Underwood Portable by the use of three characters—the "M", the "X" and the "@". The original is in two colors and 10½ inches long.



Here is another simple but effective rendering of a typewriter "drawing"—the peacock. The original, 12½ inches high, is in two colors and represents the use of two keys, the "M" and the "X"

"TYPEYS"

The Fascinating New Fad that is challenging young and old !

X
XXX
XXXXX
XXXXXXX
XXXXXXXXX
XXXXXXXXXXXXX
XXXXX

o
((o))
II
o-
////////

WE DON'T know who started it . . . a kindergarten youngster or an experimenting oldster with an imaginative twist to his mental faculties. But someone found out that an Underwood Portable Typewriter could be used for purposes *other* than typing mere words. He discovered, if you please, an entirely new medium of expression...of "drawing" people and things on typewriters...making Typeys.

Peculiar thing about Typeys. Folks who can't produce a pencil sketch that *anyone* can call by name do a creditable job of "drawing" on an Underwood Portable. Perhaps this is due to the fact that in making a Typey, the various elements or forms are already created. The fan simply puts them in place like the well-fitting parts of a jig-saw puzzle. Perhaps, on the other hand, it's because people seldom look for perfection in a Typey. They use their *imagination*s to supply its shortcomings.

Typeys are fun to make and fun to look at. Imagine striking the keys of an Underwood Portable twenty-three times and producing a golfer ready to swat the ball. Think of using type to produce a flag whipping in

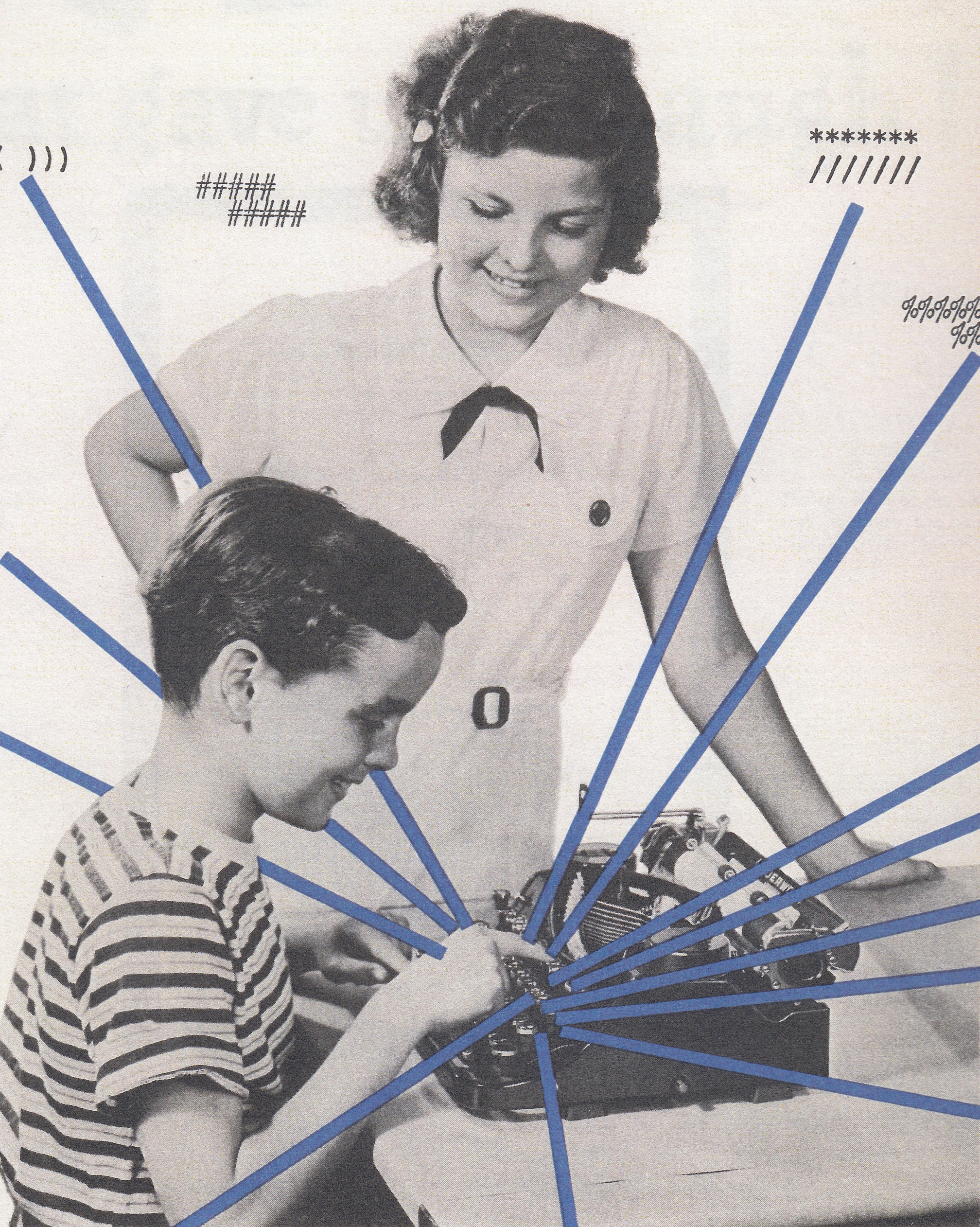
the breeze or an elephant looking for all the world as though he were ready to eat peanuts right out of your hand.

Most Typeys we've seen are really typewriter comics. But occasionally a decidedly different kind of Typey comes to our attention...big impressive "drawings" that represent hours and perhaps days of painstaking labor and on which type is used to give the subjects all the degrees of light and shade that a good painting possesses. These are Typeys of advanced students and while they probably don't provide half the fun that the simple Typeys offer, they do give a very good idea of the almost limitless possibilities of typewriter "drawings" when imagination, patience and ingenuity go to work on an Underwood Portable Typewriter.

We suggest that you read this little book carefully. Study some of the Typeys that are reproduced on its pages. Note the different characters that have been employed to give life and form to a wide variety of interesting subjects. Then start producing Typeys on your own Underwood Portable if you have one . . . or one of our Portables, free of charge.*

*See last page

he characters with



which you can work !

THERE are forty-eight keys on an Underwood Portable. And every one of them can be employed in making Typeys. Dots...dashes...hyphens...numerals...and *all* the letters of the alphabet are available for any purpose your imagination dictates.

Consider the possibilities of the oblique character — /. You'll find it on the very last key at the base of the keyboard. Why it will form almost anything from the arch of a good Roman nose — \angle — to a closely cropped lawn — $//////$ — or driving rain —

$\begin{array}{c} / \ / \ / \\ // // // \\ / \ / \end{array}$

And what a wonderful little help to the Typey artist is the lower

case "o". It's good for buttons on a vest — $\begin{array}{c} \circ \\ \circ \\ \circ \end{array}$ — or used with one of its

neighboring characters on the keyboard, the period — . — it helps form a perfect pair of eyes $\circ \circ$ or an imperfect pair of $\circ \circ$ as you choose.

But one of the fascinating things about Typeys is that almost every fan finds a way of using these characters that is all his own. And that is just why we're going to leave to your own good imagination the matter of employing all the other characters on the keyboard. But before we dismiss the subject entirely we want to draw your attention to the possibilities of the Back Spacer. Incidentally, only on an Underwood Portable is the Back Spacer located in the same position that it occupies on the big machines of business...on the left-hand side of the keyboard. The Typey fan finds the Back Spacer a marvelous little aid in working out tricky little combinations of characters as you'll see for yourself later when we tell you specifically just how some of the Typeys illustrated in this book were created.

$\begin{array}{c} \text{MMMMMMMM} \\ \text{MMMMMMMM} \end{array}$

$\begin{array}{c} ::::: \\ ::::: \\ ::::: \end{array}$

$\begin{array}{c} \text{SSSSSSS} \\ \text{SSSSSSS} \\ \text{SSSSSSS} \end{array}$

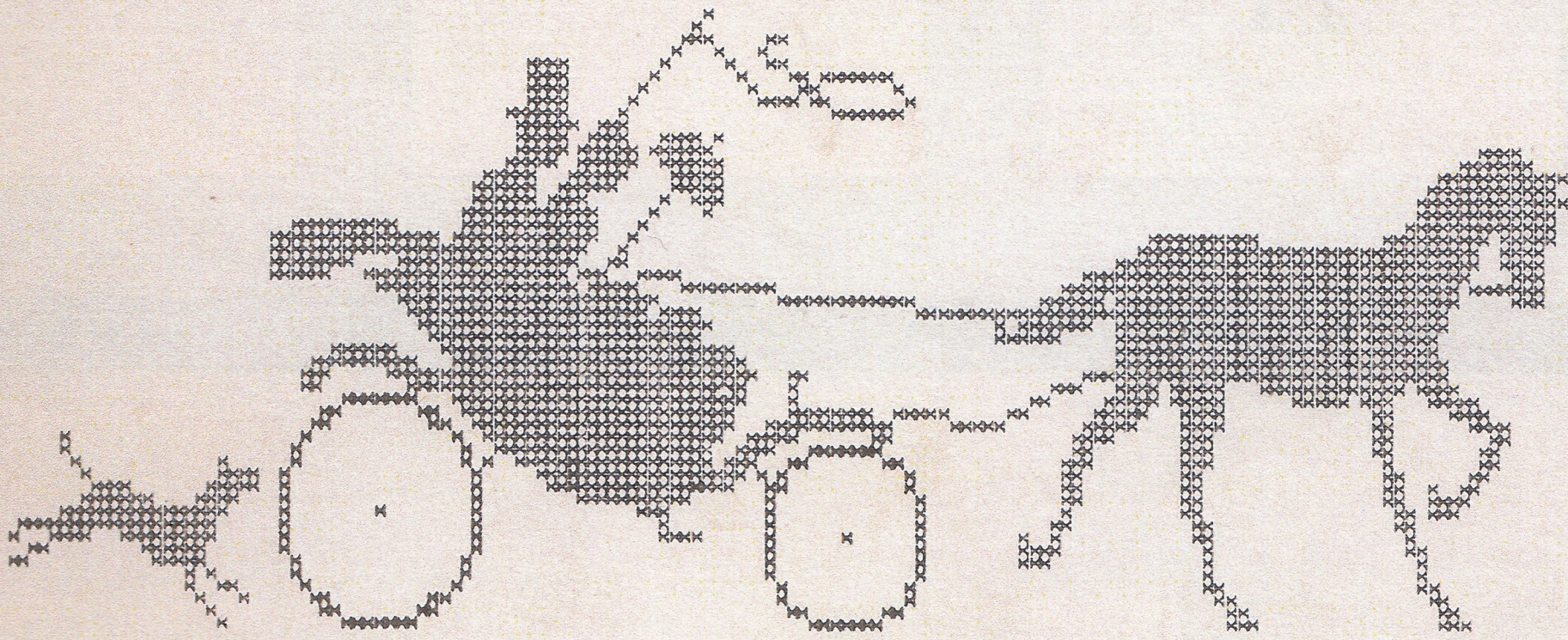
$\begin{array}{c} @@@@@@ \\ @@@@@@ \end{array}$

$\begin{array}{c} ?????? \\ ?????? \end{array}$

L/L/L/L

"Typeys"

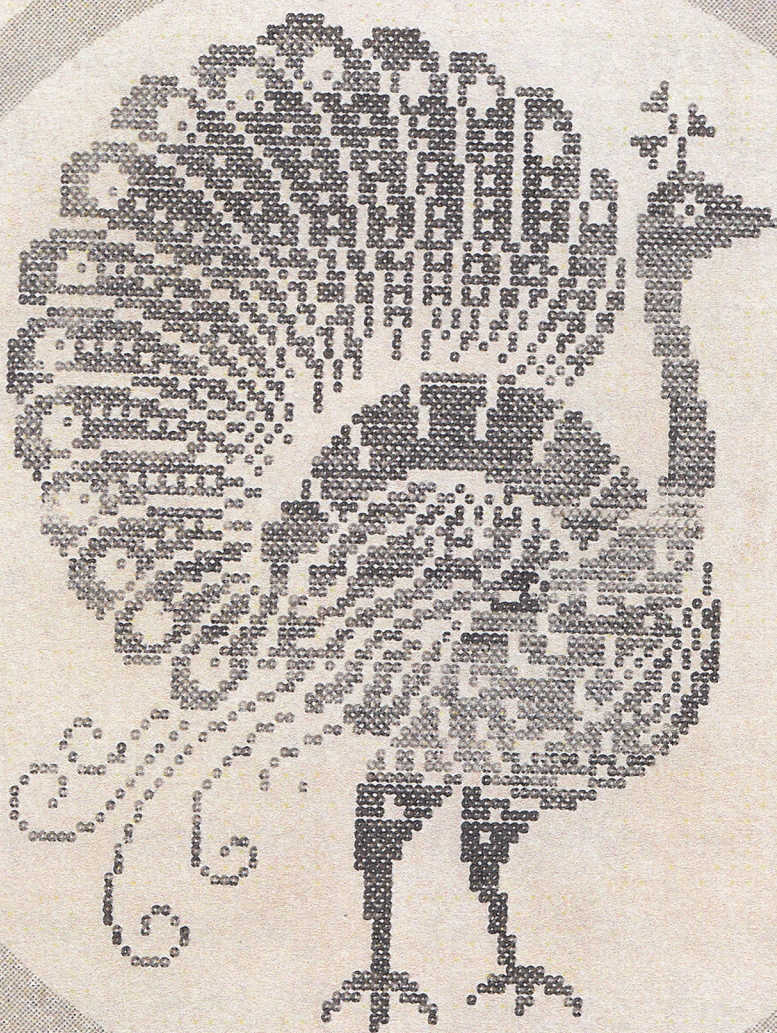
that gave us a Thrill !



A buggy ride created by the sole use of the "X" key on an Underwood Portable. The original is in two colors, 12½ inches wide.

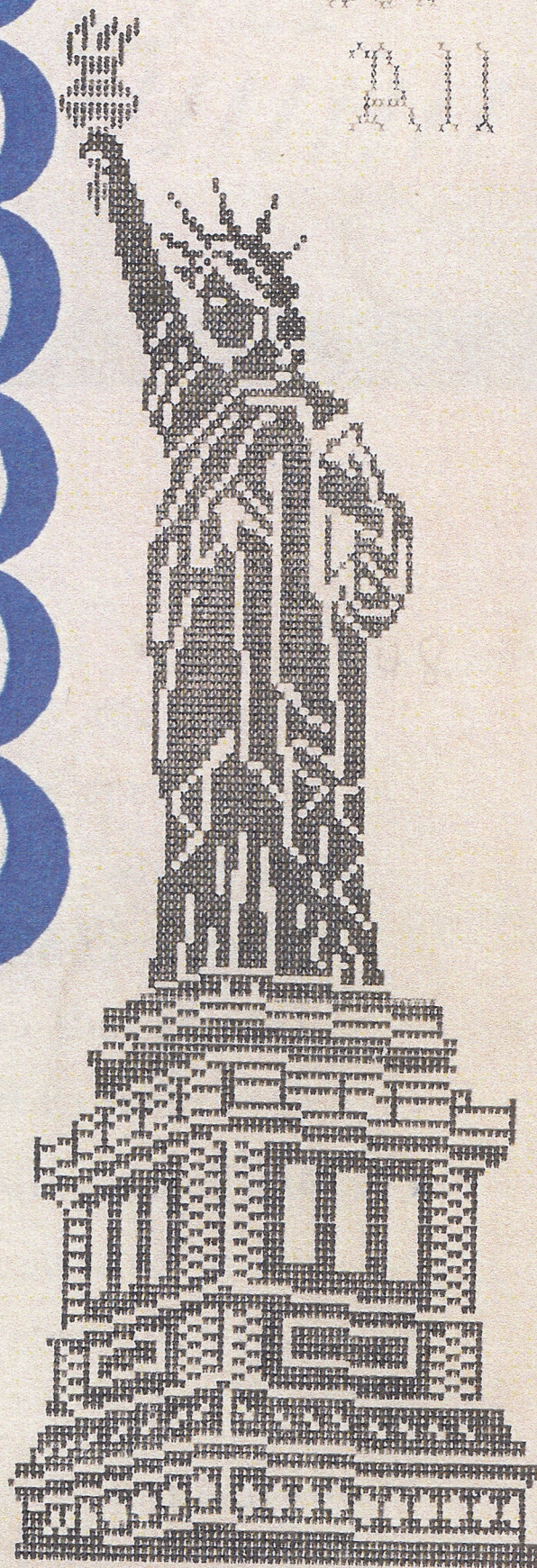


A really fine rendering of a Typey that involved the use of but a single character, the "W". The original is in two colors and is 8 inches high.



Another proud peacock created, from gorgeous wide-spread tail to pompous crest, by the use of a single character . . . "@". The original is in two colors, 10½ inches high.

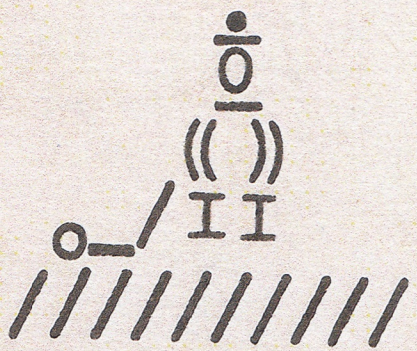
Liberty
for
All



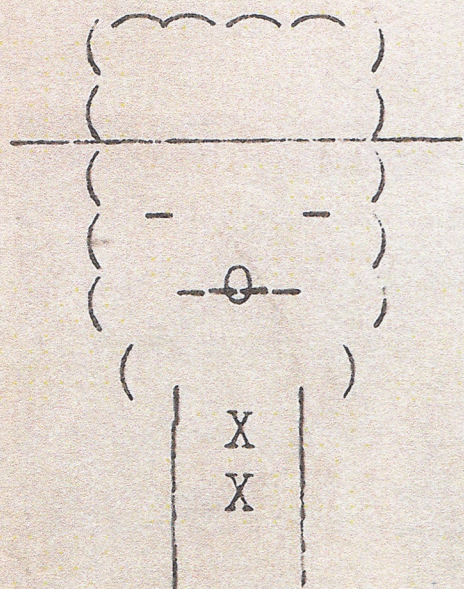
One of the finest renderings of a Typey that has ever come to our attention. The base was created by the repeated use of the "W" key. The "M" key was used to portray the body of the statue. Miss Liberty's crown was developed by the judicious use of the character, "@", while peculiarly enough her blazing torch was done by the "\$" sign.

"Typeys"

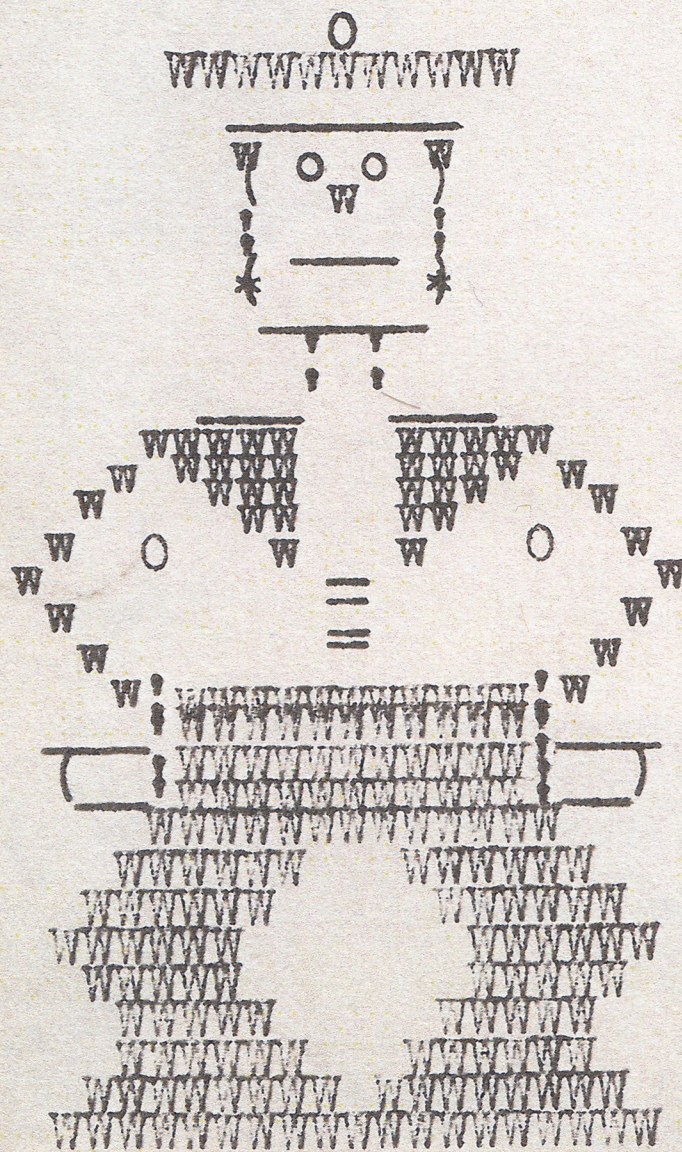
that gave us a Laugh!



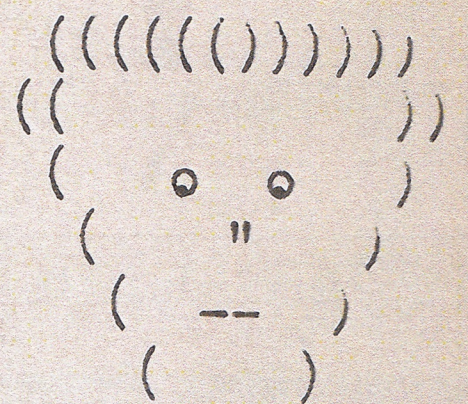
The golfer done in twenty-three strokes by an eight-year-old Typey fan.



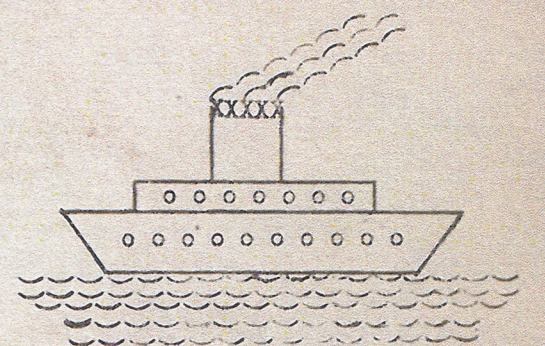
A dandy, looking very smug in his new straw hat but positively true to type.



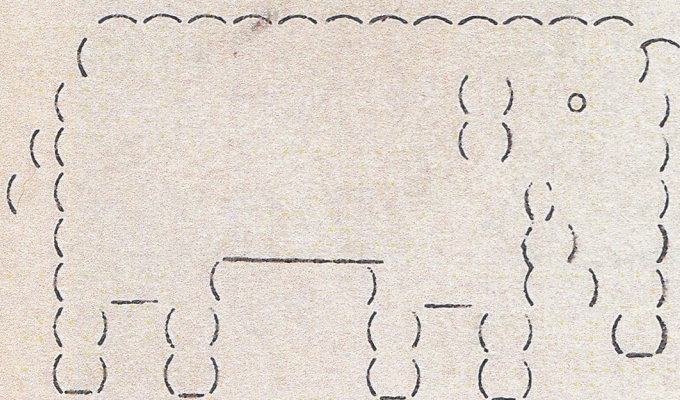
Sinbad the Sailor presented for the first time as a "Man of Letters".



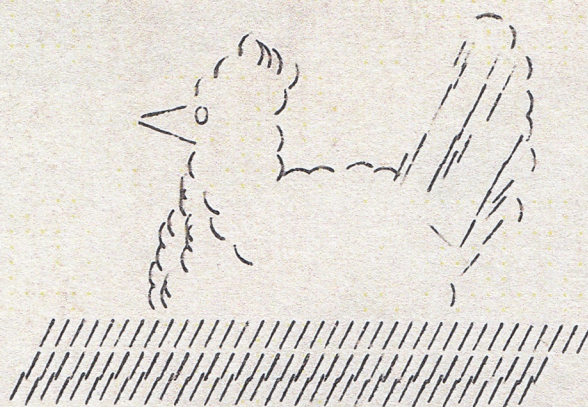
The old man of the sea and very definitely the pride of his nine-year-old creator.



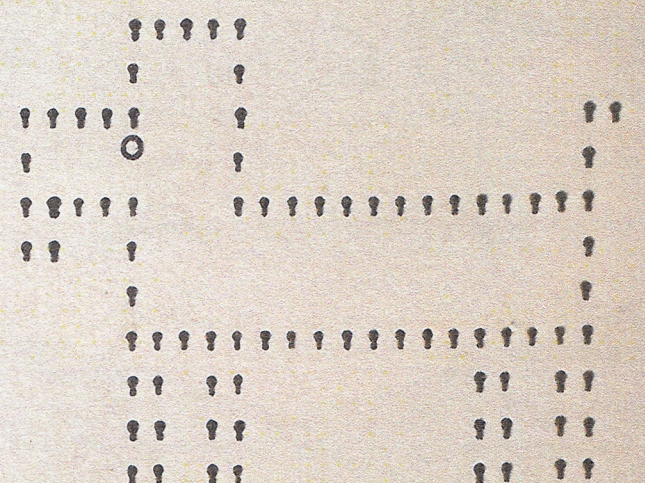
A youngster's Typey version of the "Queen Mary".



Elephants never forget so the nine-year-old girl who made this one hopes no elephant will ever see it.



This setting hen shows real Typey art.



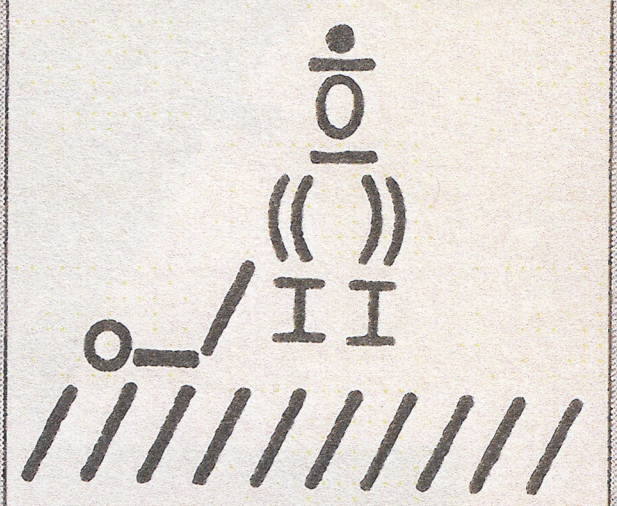
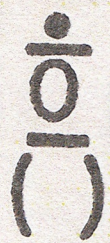
An apostrophe hound.

How the Gol

•
o
(
H
/



fer was made



MOST FOLKS like good-humored little Typeys, such as the golfer, that are created with a minimum of key strokes. And, quite frankly, we like them, too.

We don't know whether we get a laugh out of them because they are really funny or because we are amused that so much action and realism can be portrayed by type that after all was designed for an entirely different purpose.

Let us consider the make-up of the little golfer for a moment. His head was produced at a single stroke of the upper case (capital) letter "O". His pudgy little body was defined by a brace of parenthesis— (); his legs and feet by a pair of capital I's. As to his mighty club, this was created by striking the oblique

key and then back-spacing twice and under-scoring, thus: /. The golf ball, of course, was made by striking the lower case "o" and at the same time adjusting the Variable Line Spacer on the Underwood Portable so that the ball would appear on the same level with the club, this way — o/. And as to the golf green itself, it was created by exactly ten strokes of the oblique character that we've referred to on a preceding page—

Simple enough, isn't it? Anyone could make the golfer and get a whole lot of fun out of the task after only a few minutes of trying. Yet think of the joys of producing some of the bigger and more pretentious Typeys after practice has unfolded for you the marvelous possibilities of an Underwood Portable.

AN UNDERWOOD PORTABLE

... for every Purpose
... for every Purse (All prices
subject
to change)



UNDERWOOD
Universal

This machine offers many features found only in very much higher priced typewriters. For example, the famous and exclusive Champion Keyboard. Its lightness of touch and marvelous ease of operation are masterpieces of Underwood engineering. Price complete including over-night type carrying case—\$49.50 ... Easy terms.

UNDERWOOD
Junior

Notwithstanding its remarkably low price the Underwood Junior Portable is a full-fledged writing machine, equipped to do a first-class typically Underwood writing job. Its price including carrying case—\$37.50... Easy terms.



UNDERWOOD

Champion

Here utility and beauty are combined for modern writing. Many new and exclusive features including the famous Champion Keyboard and inbuilt tabulator are offered as standard equipment. Price complete including handsome new carrying case—\$62.50 . . . Easy terms.



UNDERWOOD

Noiseless

This machine proves that even the speediest of writing machines can also be noiseless. Underwood offers this model to the traveler, the student, to anyone who wants to write neatly, clearly, yet noiselessly. Price complete including carrying case—\$67.50 . . . Easy terms.

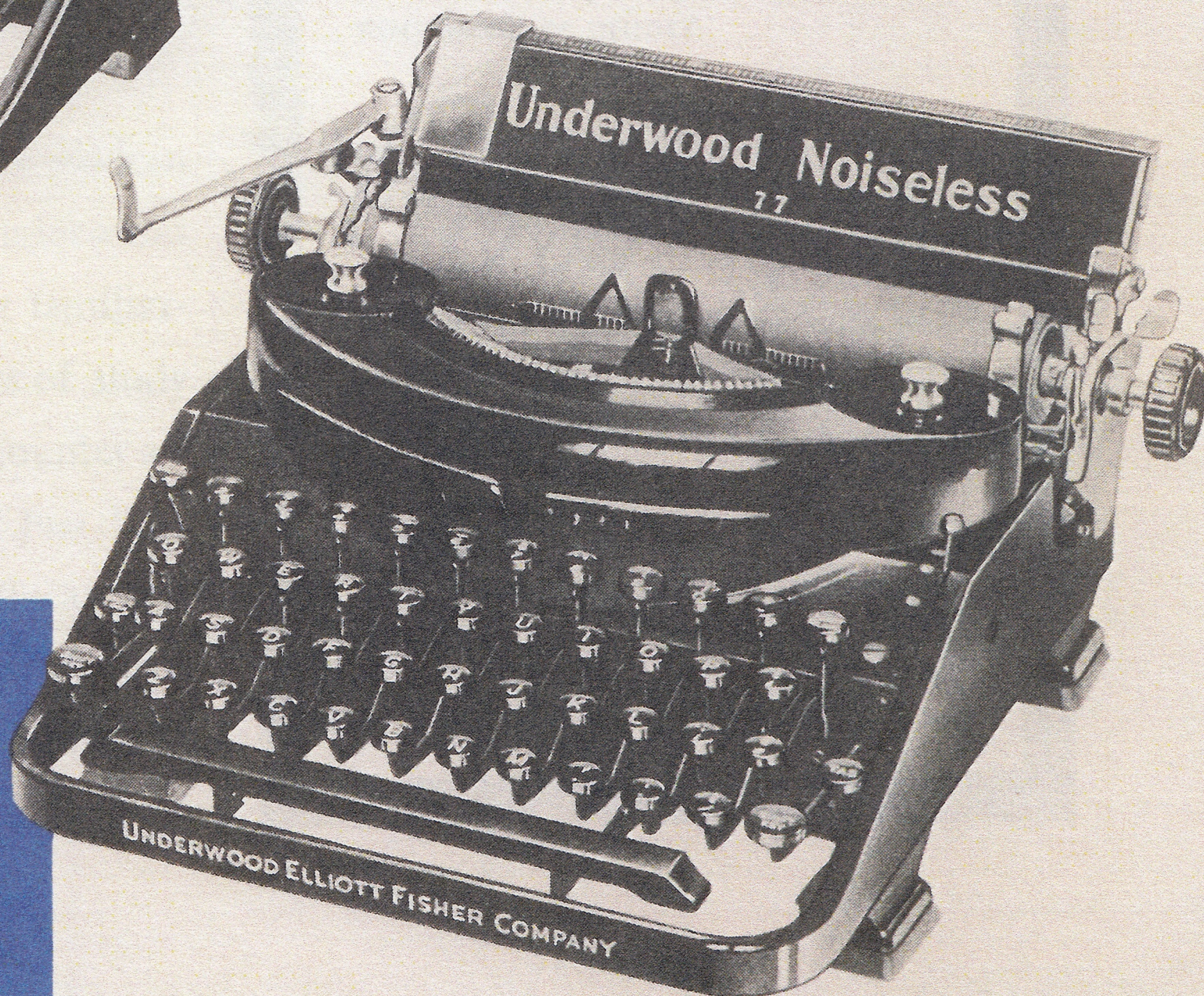


Here is deluxe writing equipment indeed. The modern all-purpose portable typewriter with speed, writing ease, neatness of work and noiseless operation brought to a new high peak of perfection in a truly beautiful machine. Price complete including handsome over-night type carrying case—\$77 . . . Easy terms.

UNDERWOOD

Noiseless

#77



Fun with a Constructive Keynote...



A THOUGHT FOR PARENTS

MAKING Typeys is fun but not *all* fun. The art has a very constructive side to it. It provides a means of interesting youngsters in the idea of learning to operate an Underwood Portable at an early age and thus acquiring a knowledge that will stand by them and pay dividends in later life.

Experiments and studies undertaken for the purpose of determining the effect of the portable typewriter on child training prove conclusively that children, even those of kindergarten age, learn faster when they can tap their characters out on a portable typewriter. Not only does the machine appeal to the spirit of play that is uppermost

in the mind of every child but it *types* the very same characters that appear in the youngster's primer. There's no difference between the printing of the word "COW" in a school book and the typing of the word. But there is a very decided difference when the printed word is compared with the hand-written word. The child mind is never quite able to grasp the reason for this difference during its early formative stages.

Even in the more advanced school grades an Underwood Portable is an important factor. Neatly typed papers always seem to bring better marks than smudgy hand-written ones and the appeal of the machine itself is unquestionably an incentive to application and study.

Therefore, when a youngster becomes interested in Typeys for the fun of it, he is also laying the foundation stone of better and greater advancement in the years that lie ahead.

Another factor that indicates the wisdom of encouraging the use of an Underwood Portable at an early age is that it familiarizes youngsters during their years of study with a machine that they will encounter all during their years of business. Just how well this is recognized by the educational authorities of the country may be gleaned from this startling fact: There are almost as many Underwoods in use in the schools of

America as all other makes of typewriters combined!

Every home today needs an Underwood Portable Typewriter. It is fast becoming as essential a unit of home equipment as a vacuum cleaner. It actually is a very definite part of modern living. People are moving too fast today for old-fashioned pen and ink. They need a good typewriter to take care of their writing duties quickly . . . easily . . . legibly. And when you select your new writing machine, it will pay you to choose the one that represents the plus-value that the largest manufacturer of typewriters builds into the world's foremost writing machine . . . the Underwood.

COW

. . . as it appears to the youngster printed in story book or primer.

Cow

. . . as the child is asked to write the word with pen or pencil. It *must* appear like a very different animal.

COW

. . . as the youngster taps the word out on an Underwood Portable . . . *It's the same animal!*

